

# Sustainable Design for Food Well-Being

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## **Abstract**

Food policy and food literacy are two influential domains of food well-being at both individual and societal levels. Sustainable design for both domains involving labeling schemes and packaging is essential indicators contributing to sustainability. Policymakers and Companies are challenged in deciding what labeling schemes should be enforced and which information in the packaging should be displayed for consumers to experience food well-being. Therefore, the research question of this study is: does the sustainable design for food policy and food literacy positively affect food well-being? Constructing upon data from an online survey of 382 respondents, an empirical study with composite-based structural equation modeling is conducted to examine the research question. The sustainable design for food literacy is hypothesized to directly influence food well-being, while food policy is assumed to be having an emergent effect. Gender is a control variable to identify the heterogeneity of effects. The results show that sustainable design for food policy and food literacy has highly positive influences on food well-being. Additionally, females exhibit higher applications of food knowledge and skills but less experience food well-being than males.

**Keywords:** *Sustainable design for food policy; food literacy; food well-being*

**Track:** Consumer Behaviour